

FIG 1

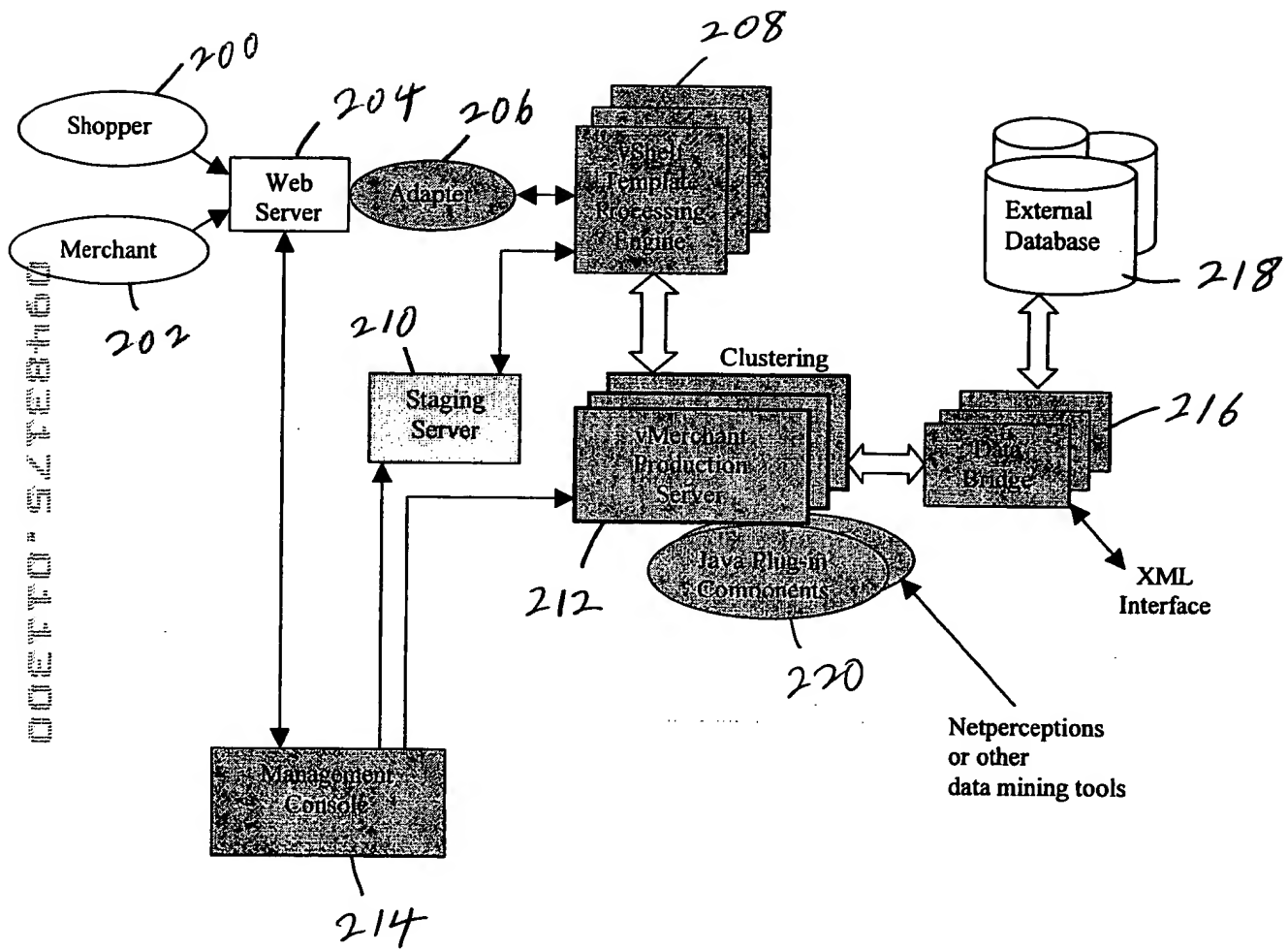


FIG 2

Display: a marketing object container & icon — 300

Present marketing attributes - 302

select - a marketing attribute to associate with the marketing object container

Present marketing objects that are compatible with the selected marketing attribute -306

Select marketing object(s) for insertion in the marketing object container

FIG 3

Technical department sets up a web page and incorporates marketing object containers - 400

Site visitor accesses web server - 404

Present web page including marketing object containers - 406

Input marketing object container ID to server

Server returns display object data for marketing object container and invokes a style template



FIG 4A

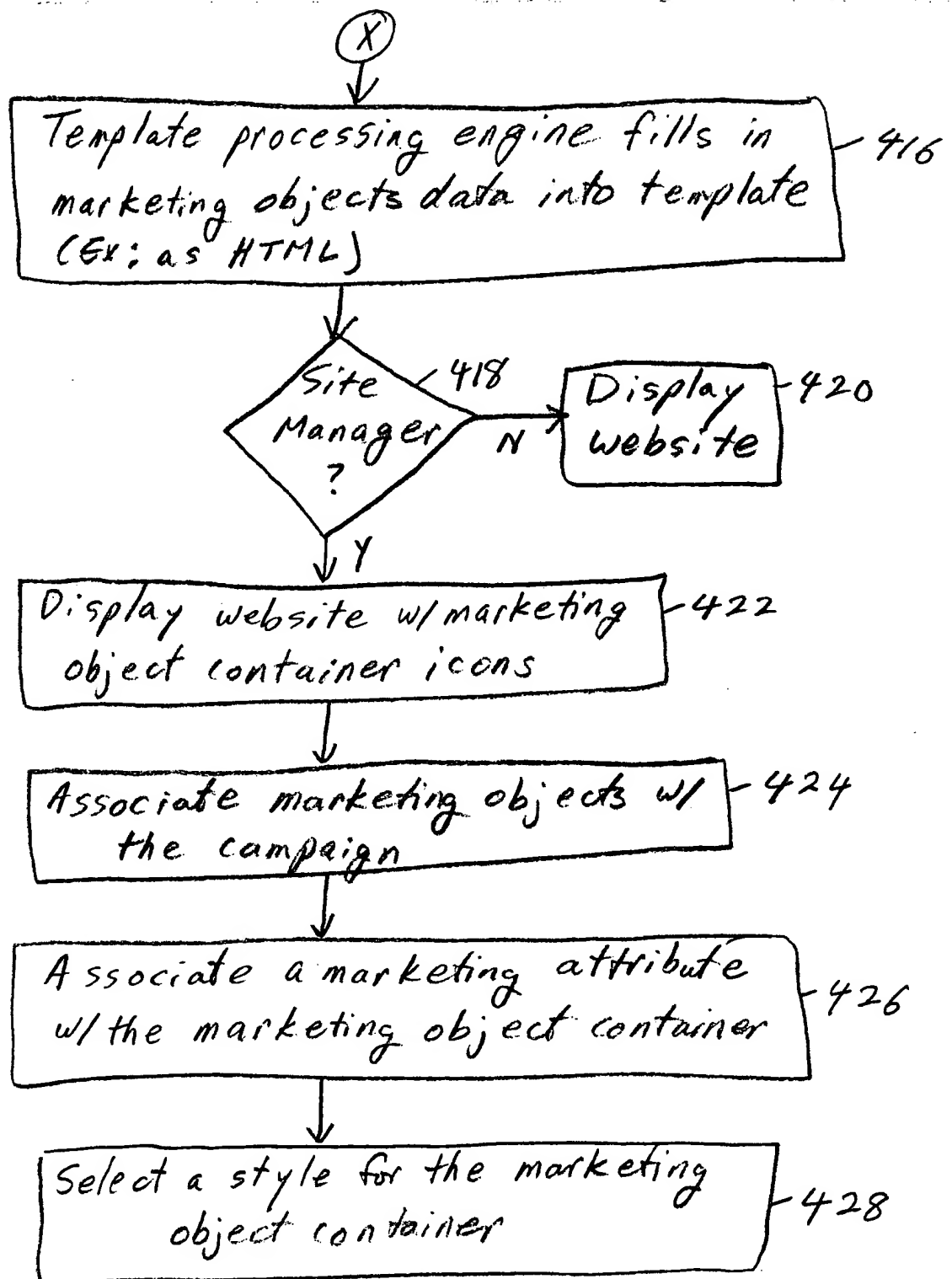


FIG 4B

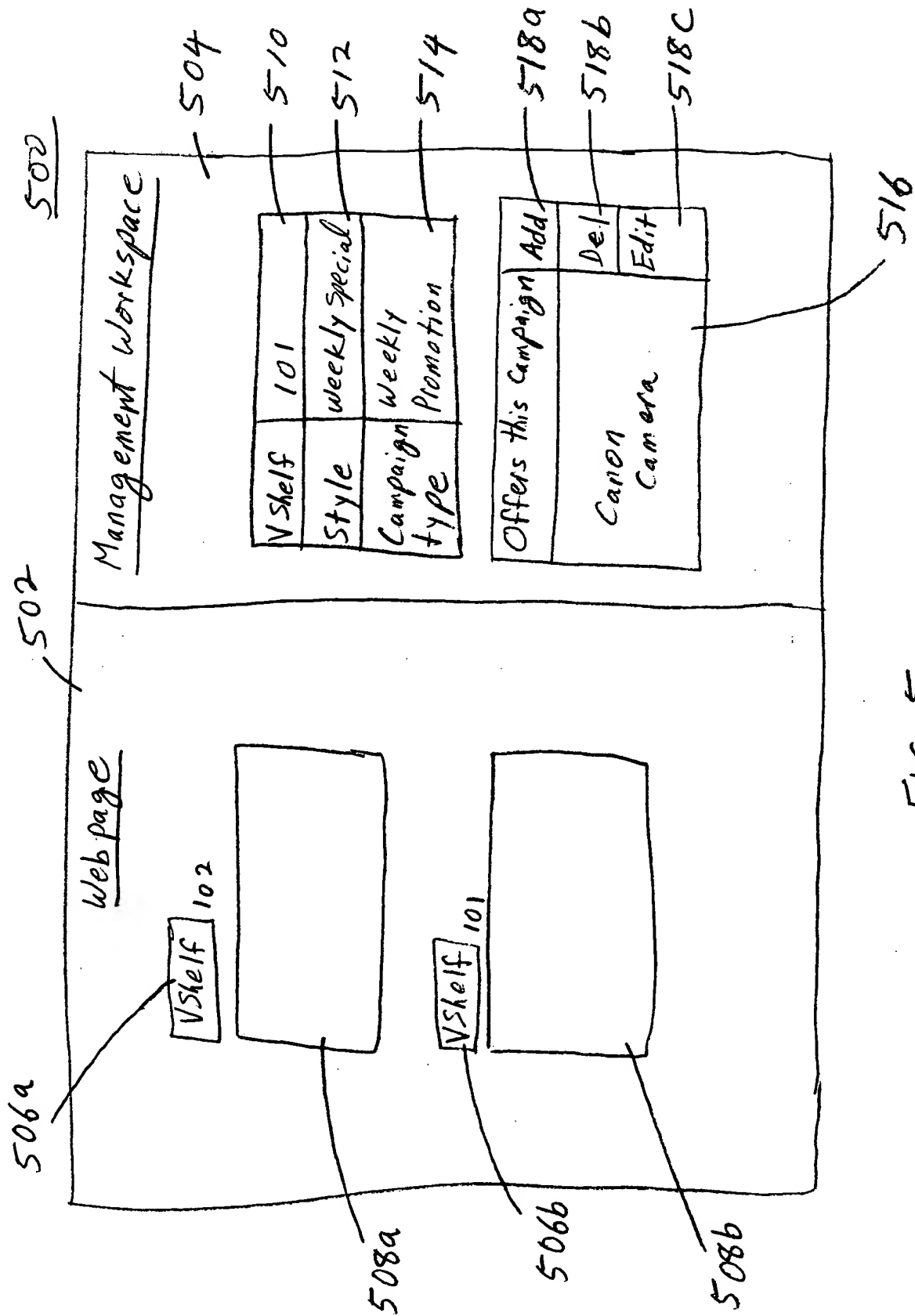
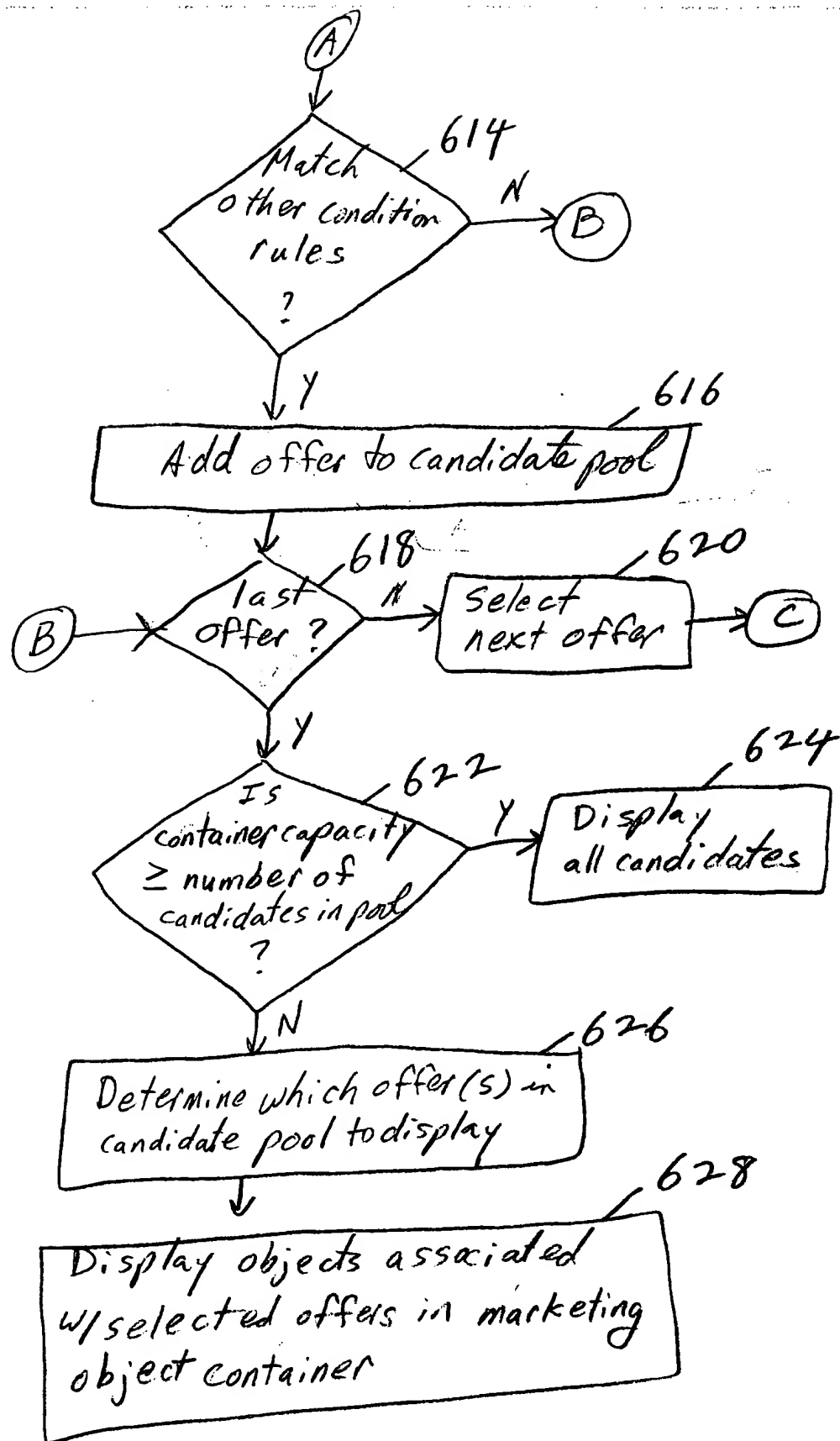


FIG 5



700

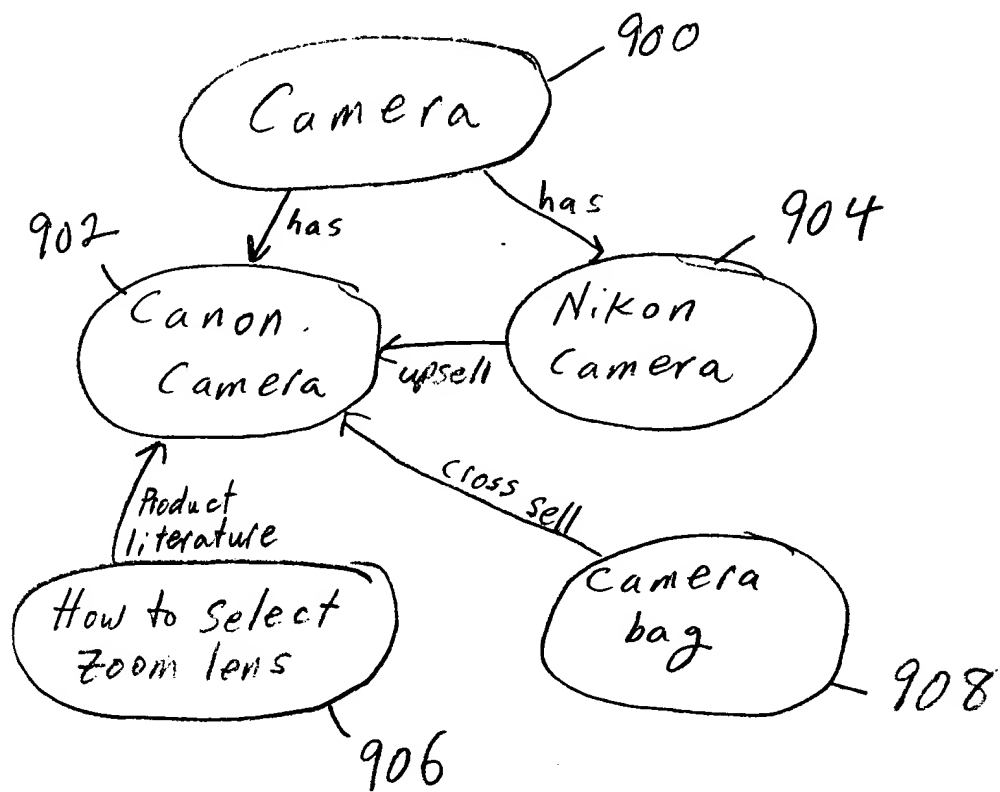
700

700

700

700

700



Marketing

Container
vShelf

[illegible]

$\langle \epsilon_0 / \sqrt{\text{shelf}} \text{ "101" } \epsilon_0 \rangle$ $\langle \sigma_0 V_{\text{shelf}} "102" \sigma_0 \rangle$

$\langle \% \text{ V shelf } "103" \% \rangle$

;

FIG 10

Manager selects a first marketing object container - 1100

select "current item" on feature list - 1102

Auto designate the first marketing object container as master for this page - 1104

Select a second marketing object container - 1106

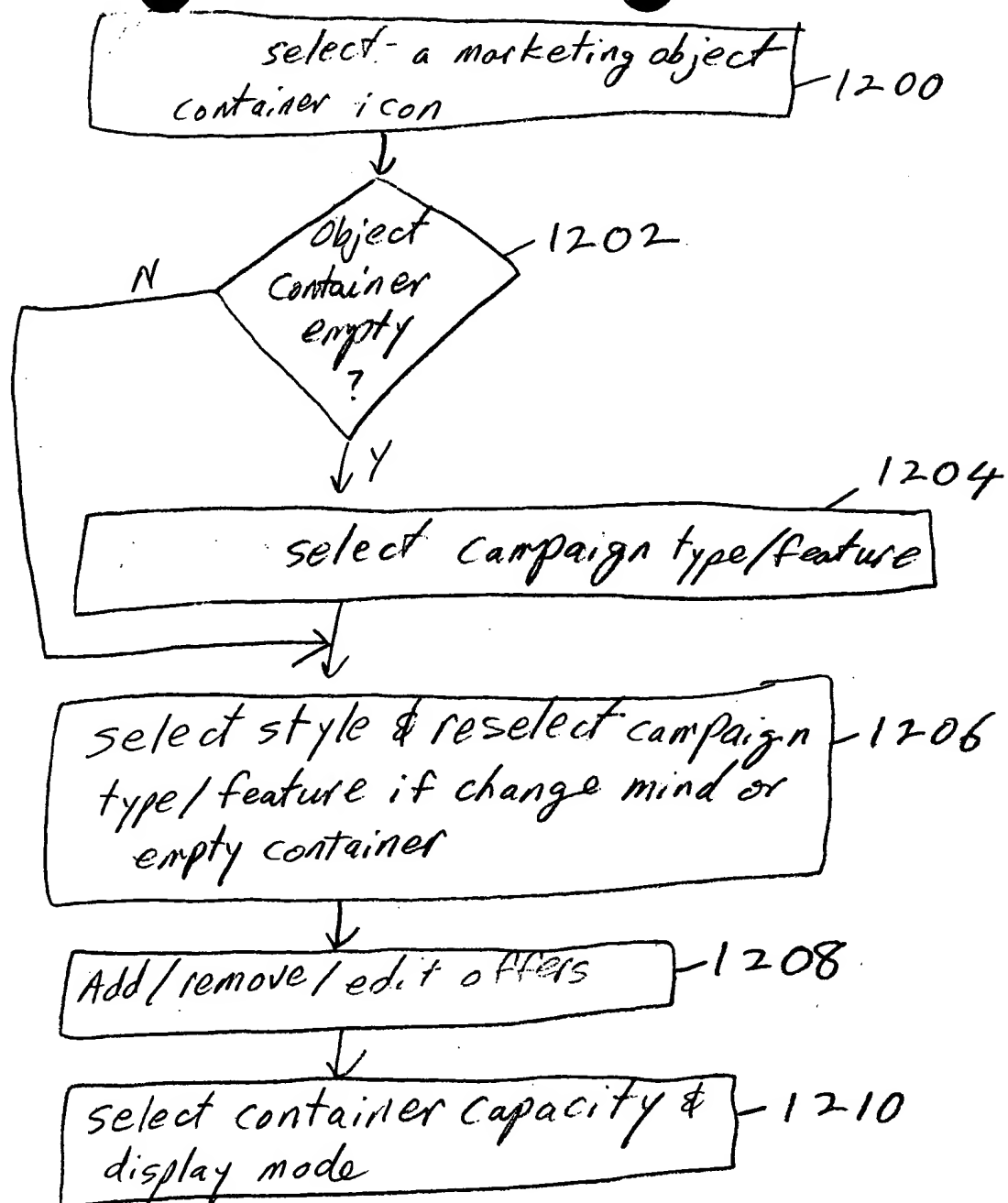
Auto designate the second marketing object container as a slave - 1108

look up feature binding for second marketing object container - 1110

look up feature table & identify related items for looked up feature - 1112

○

FIG 11



Create/edit/delete webpage - 1300

1300

Submit to Supervisor — 1302

1302

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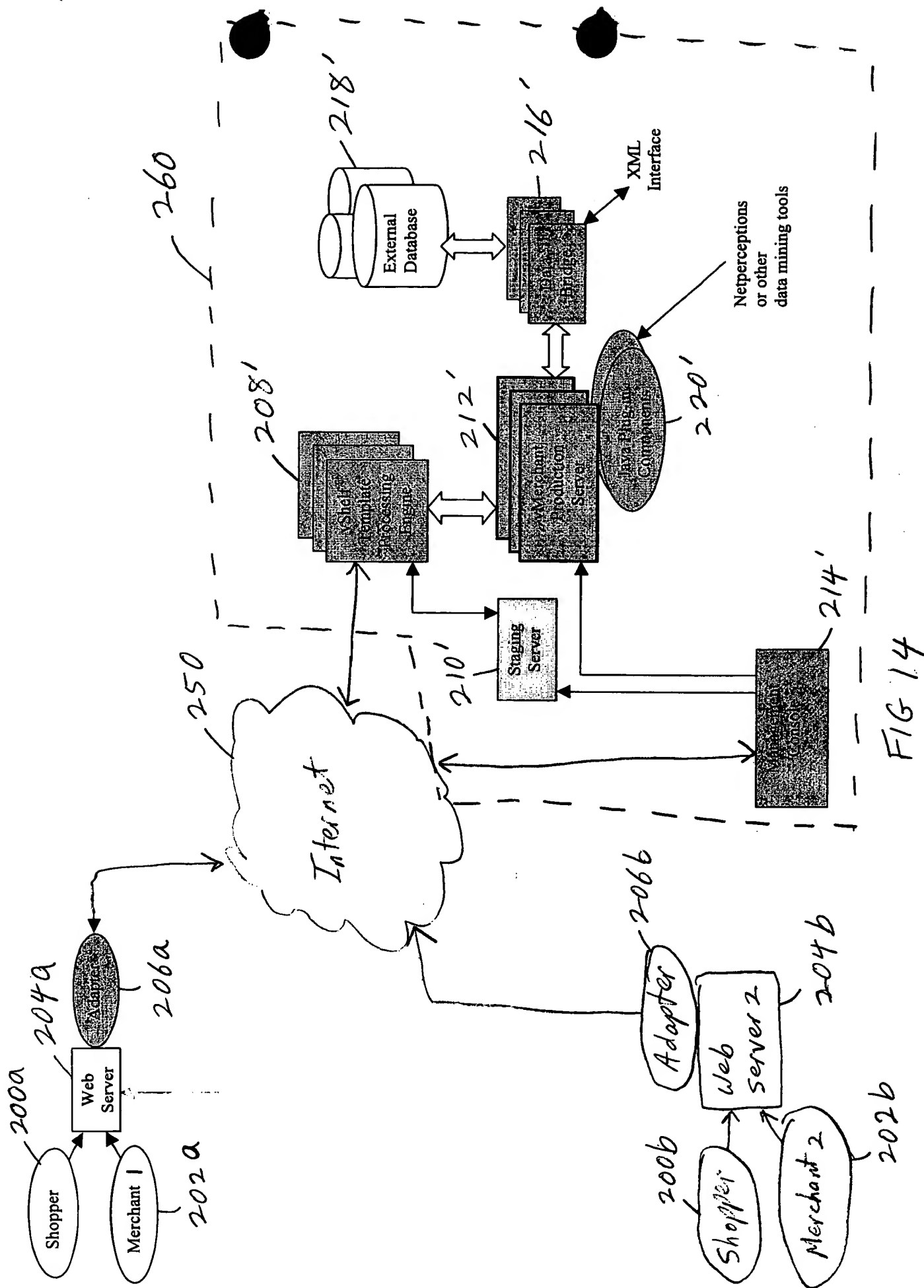
graph TD
    Start(( )) --> Decision{Approved?}
    Decision -- N --> End([end])
    style Start fill:none,stroke:none
    style End fill:none,stroke:none
  
```

^

1308

update production server for all changes

F1G13



Rent out a marketing object container to a first party, wherein the marketing object container is presented in a webpage controlled by a second party

✓ 1400

The first party associates an attribute with the marketing object container

1402

First party selects a marketing objects for insertion into the marketing object container

1404

The attribute and selected marketing object(s) are sent to be associated w/ the marketing object container & automatically presented on the webpage

1406

FIG 15

Provide a first marketing object container associated with a first party

1500

Associate the first marketing object container with a 1st website, wherein the 1st website is associated with a second party

1502

Associate a second marketing object container with a second website, wherein the second marketing object container is associated with the first party and the second website is associated with a third party

1504

Associate a marketing attribute with the first marketing object container and automatically associate the marketing attribute w/ the second marketing object container

1506

Select a marketing object(s) for insertion in the first marketing object container and automatically inserting the selected marketing object(s) into the second marketing object container

1508

FIG 16

Rent out a first marketing object container to a first party, wherein the first marketing object container is presented in a first webpage controlled by a second party

1600

Rent out a second marketing object container to the first party, wherein the second marketing object container is presented in a second webpage controlled by a third party

1602

The first party associates an attribute with the first marketing object container and the same attribute is automatically associated w/ the second marketing object container

1604

The first party selects a marketing object(s) for insertion into the first marketing object container

1606

Automatically insert the selected marketing object(s) into the second marketing object container

1608

FIG 17